

TATLUV Lite Paper v1.1

- ★ The **OpenTable** of tattoo appointment booking
- ★ The **OpenSea** of tattoo art NFTs & digital collectibles
- ★ The **Discovery Platform** for celebrity artists & tattoo ideas

Abstract

TATLUV is upgrading and unlocking a multi-billion dollar tattoo industry, and unleashing it into the metaverse

Upgrading Current System

1. Creating a robust tattoo appointment booking service (like OpenTable), capturing revenue with each appointment booked
2. Establishing an online global network of tattoo shops and artists. The community can easily discover, read, and review popular tattoo artists from around the world and new tattoo ideas, concepts, and styles

New Market Growth

1. Building a marketplace for tattoo-specific NFTs (like OpenSea). Featuring celebrity artists, live chats, and competitions. Buy, sell, auction, and discover tattoo NFTs, rare digital tattoo items, and tattoo collectibles
2. Users can earn \$TATLUV rewards from booking appointments and buying & selling NFTs through the platform

1. Introduction

We've digitized our knowledge, now we're digitizing our money and art. There's been monumental growth taking place in the NFT (non-fungible token) space. Total sales are well over \$100 million USD soaring past previous record-highs, and most of that has come in 2021. Source: [NonFungible](#). Peering into the digitization of money, the DeFi (decentralized finance) space saw Total Volume Locked (TVL) soar from \$600 million USD to more than \$6 billion USD, as of August 2020. Source: [DeFi Pulse](#)

Similarly, the tattoo space has seen massive growth over the past decade. \$1.5 billion USD is the annual amount of spending on tattoos in the United States alone. There are 45 million

Americans with at least one tattoo. And there are an estimated 21,000 tattoo parlors in the United States. Source: [Statistic Brain](#)

Independent of each other, both spaces are experiencing very healthy growth. TATLUV aims to bring the in-world tattoo economy to web3.0

Introducing TATLUV: Tattoo NFTs, Celebrity Artists, Appointments, and Earnings

2. \$TATLUV Token

A DeFi-enabled ERC20 token powered by TATLUV

3. \$TATLUV Tokenomics

Total Supply: 1,000,000,000

Per buy / sell

- 1% Marketing (will add and remove as needed)

- 1% Buyback (manual)

- 1% FTP

- 3% Devs

- 4% ETH Reflections (rewards holders with a percentage of transaction fees by allowing them to withdraw Ethereum from the FTP Dashboard)

- 5% LP Add (automatically adds WETH to your pair, gradually increasing liquidity. WETH added is protected by the lock)

Total: 15%

Wallet cap: 1.5% of total supply for 30 minutes

Tx limit: 1% of total supply for 30 minutes

After the 30-day lock via FTP, we plan on burning the keys, effectively locking the liquidity in perpetuity. To give more context, we originally planned on a 48-hour lock, followed by a burning of the keys. But after a lot of deliberation, we decided against it because we don't want FUD lingering around the project.

\$STATLUV's 1% buyback wallet will continuously make purchases.

The wallet receiving the tokens will then receive reflections, and with those reflections the dev team will purchase more tokens.

As this wallet exponentially grows, the dev team will disperse tokens amongst holders based on holding percentages.

This creates two built in mechanisms to directly increase the value of \$STATLUV (payroll wallet buybacks + reflection buybacks) and as a holder there are two built in mechanisms to increase the value of your \$STATLUV (ETH reflections + token reflections).

Hold long and grow with us, as we build our long term (IRL) project!

4. \$STATLUV Roadmap

Q4 2021

- Lite Website Launch
- 1500 Telegram Members
- Launch via FTP Platform
- Viral Campaign 1.0
- NFT Marketplace Buildout
- 250 Shops On-boarded
- 3 Celebrity Artist Partnerships
- 1,000 Holders
- \$10 Million Market Cap

Q1 2022

- Website Redesign
- 5,000 Telegram Members
- Viral Campaign 2.0
- Build Discord Ecosystem
- Launch NFT Marketplace
- 1,000 Shops On-boarded
- 10 Celebrity Artist Partnerships
- 10,000 Holders
- \$100 Million Market Cap

Q2 2022

- Website v.3
- 10,000 Telegram Members
- Press and Media
- Appointment Booking Buildout
- \$ATLUV Virtual Summit
- CEX Listing
- 2500 Shops On-boarded
- 25 Celebrity Artist Partnerships
- 25,000 Holders
- \$250 Million Market Cap